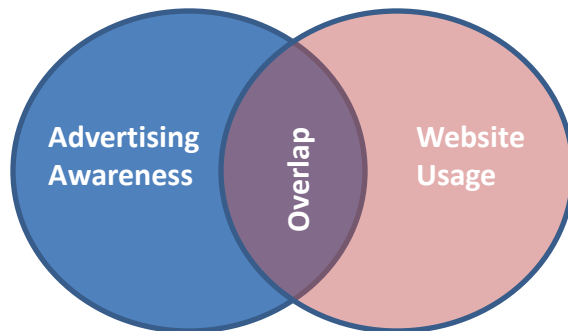




# 2013 Website Effectiveness

# Background & Methodology

- Wyoming Travel and Tourism (WTT) has measured the effectiveness of its advertising campaign for many years. While this paid component is an important piece of the organization's marketing, there are additional ways WTT can influence consumers, including through its owned resources, including its website [www.wyomingtourism.org](http://www.wyomingtourism.org).
- This report evaluates the impact of the state's website based on a year-long, multi-step research process. WTT placed a capture survey on its website, through which users were asked their site satisfaction and to provide an e-mail address to complete follow-up interviews. More than 6,700 of these capture interviews were completed.
- Those respondents were then e-mailed a follow-up survey that asked for details about their website usage as well as their awareness of paid advertising. Knowing that these two sources are important to DMOs as well as travelers, it is valuable to understand where they intersect. More than 900 of the follow-up awareness surveys were completed over the course of the year.
- And finally, those who had gone through the first two steps were then sent a travel survey at the end of the year to evaluate if their usage of the site had resulted in travel or altered behavior. This was the same travel survey used in both Advertising Effectiveness ROI and Visitor Profiling.
- As an initial report detailed usage of the site and gauged awareness of the paid media, the following focuses on the resultant travel and spending attributable to the website.



Website Process	Completed Interviews
Capture	6,778
Aware	922
Travel	474

# Integrating Website Influence

- Although paid media receives the most significant resources, there are other ways WTT can directly influence trips and/or visitor spending, namely the state tourism website [www.wyomingtourism.org](http://www.wyomingtourism.org).
- Some of those who visit the website are aware of Wyoming's advertising, and were influenced by multiple media. Because many of those who use the website indicate that they have already decided to visit the state, the impact of these media should be calculated in terms of the additional travel and expenditures that were generated.
- The impact of many of these households also has already been accounted for in the advertising effectiveness methodology, and they should not be double counted. However, it is still useful to understand the role of the owned media sources in conjunction with the purchased media, as well as the specific impact.
- The goal will be to provide an in-depth understanding of the incremental impact from the owned media, as well as the synergy between the bought and owned media.
- The goal of the integration research is to identify the net impact of the guide and website by evaluating the level of Wyoming travel among those who were not aware of the advertising and were not already planning to visit. The website can have an impact on those who were already planning to visit by influencing them to spend more than those who did not use such resources. Those who were aware of ads could also spend more.
- The following will examine the impact of three groups:
  - Website visitors who were not already planning to visit and were not aware of ads.
  - Website visitors who were not aware of the advertising but were already planning to visit. The influence of this group will be the incremental spending attributable to the website.
  - Website visitors who were aware of the advertising and whose incremental spending is attributable to the web.

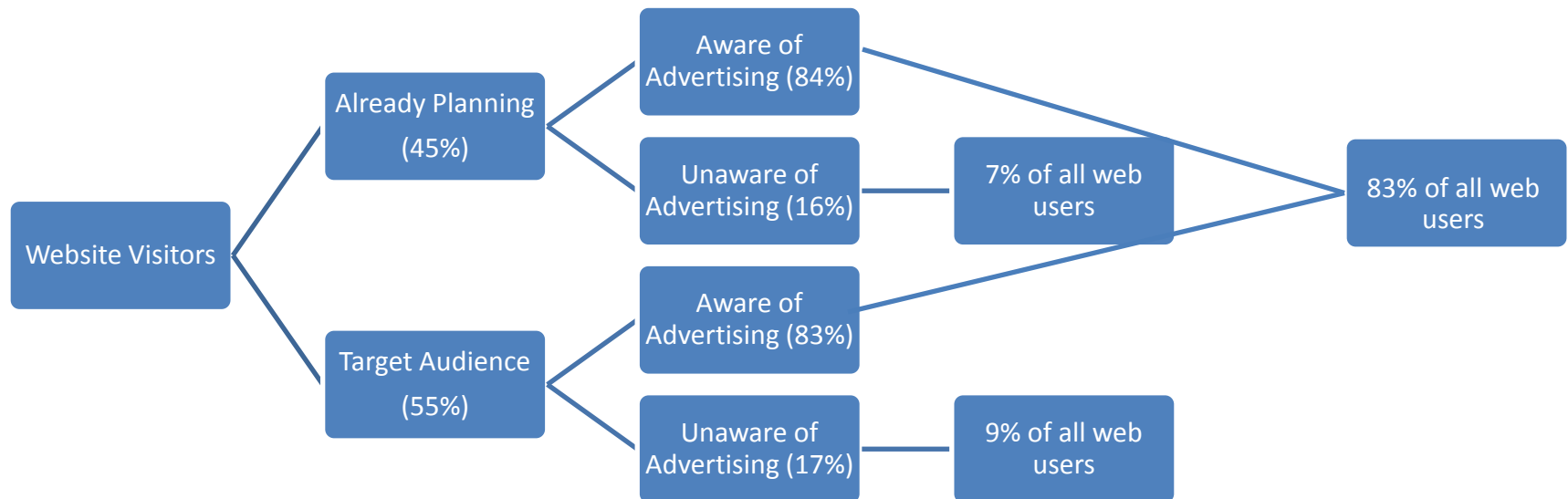
# Overall Visits by Web Users

- Overall usage of the website was up from the previous year, with more than 1.8 million unique visitors. With nearly half of all site users ultimately visiting Wyoming, this resulted in more than 850,000 trips to the state by web users, up slightly from 2012. As has been seen in Visitor Profiling and Advertising Effectiveness, trip spending is down slightly from the previous year. However, in total, this translates into \$1.3 billion in spending by visitors who access [www.wyomingtourism.org](http://www.wyomingtourism.org).
- While it is interesting to see the total revenue associated with the website, we are more interested in the net impact among those who were not already aware of the advertising and who were not planning a trip, as this represents the additional impact not already counted by the traditional ROI effort.

Total Web Impact	2012 Website Visitors	2013 Website Visitors
Total US unique users	1,561,625	1,803,793
Travel rate	50%	48%
Total travelers	777,311	866,811
Avg. trip expenditures	\$1,793	\$1,460
Revenue generated from web visitors	\$1.4 billion	\$1.3 billion

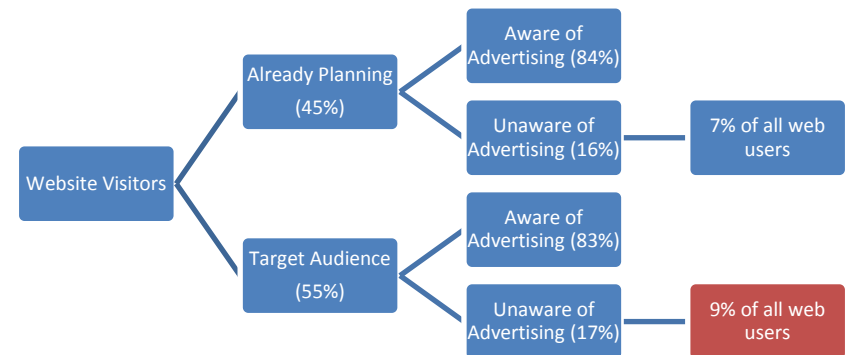
# Potential Website Impact

- Given that website users have often already made a decision to visit before visiting the website, their travel can not be attributed to usage of the site. In the same way, awareness has already been accounted for in the advertising effectiveness measurement, so resultant travel from web users who were aware can not be attributable to the web as not to “double count” their trip. However, influence of the site is broken down into three groups:
  - Website visitors who were not already planning to visit Wyoming and were not aware of ads. All trips and spending from this group are considered influenced by usage of the website.
  - Website visitors who were not aware of the advertising but were already planning to visit. The influence of this group will be on the incremental spending attributable to the website.
  - Website visitors who were aware of the paid advertising. The influence here is the additional spending the website is able to generate over other trips to Wyoming.



# Influence – Not Already Planning & Unaware Users

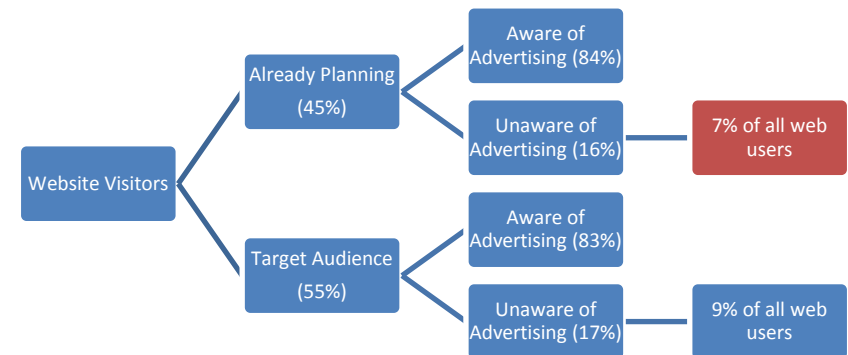
- The website can influence travel for those who were not already planning to visit Wyoming to take a trip to the state. As noted, only those who were not aware of the advertising will be counted.
- Given the rate of already planning and awareness, this leaves about 170,000 website visitors able to be directly influenced by their visit to the site. Of these, 46% ended up visiting the state, resulting in nearly 83,000 trips attributable to usage of the website. This is up from the previous year when the rate of travel by those not already planning and unaware was considerably lower.
- Although trip spending was lower overall, this audience is responsible for \$120 million in visitor spending to Wyoming for 2013.



Not already planning & Unaware	2013 Web Users
Total U.S. unique users	1,803,793
% Not already planning a trip	55%
Not already planning website visitors	992,086
% Unaware	17%
Potential influence	168,655
Rate of travel	46%
Total trips influenced by website	78,081
Spending by website visitor	\$1,460
Revenue attributable to website	\$113,998,047

# Influence – Already Planning & Unaware Users

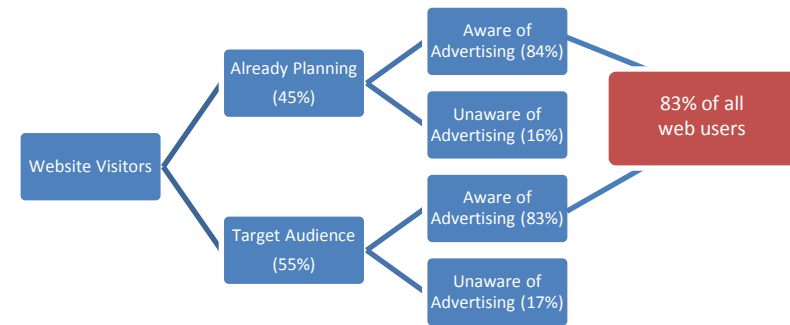
- Though the website cannot take credit for trips that occurred by those who were already planning a trip when they landed on the site, it can provide information that results in additional spending as a result of visitation of the site.
- In the 2013 Advertising Effectiveness and Visitor Profile research, the average trip spending was \$1,092. The difference between this level of spending and the level for those who visited the site is considered its sphere of influence. Here, the influence is \$368 in additional spending per trip, or nearly \$20 million in total visitor spending.



Already planning & Unaware	2013 Web Users
Total U.S. unique users	1,803,793
% Already planning a trip	45%
Already planning website visitors	811,707
% Unaware	16%
Potential influence	129,873
Rate of travel	54%
Trips for which spending level can be influenced	69,575
Spending by website visitors	\$1,460
Spending by non website visitors	\$1,092
Spending per trip attributable to the website	\$368
Incremental spending attributable to the website	\$25,603,553

# Influence – Aware Users

- Given the level of advertising awareness by website users, this group holds the largest potential because of its size. But just as with those who were already planning a trip, those who are aware are only able to be influenced by the website in their trip spending. As the advertising effectiveness process counts their average trip spending as attributable to the paid media, it is important that this audience not be “double counted.”
- So though not all of their spending can be attributed to the website, again the difference between the average level of spending by aware website visitors and other visitors is considered influenced. Here, that difference is \$419, which results in nearly \$300 million in visitor spending attributable to usage of the site.



Aware	2013 Web Users
Total U.S. unique users	1,803,793
Awareness	83%
Aware households	1,505,265
Rate of travel by aware	47%
Aware website users who visit	706,553
Spending by aware website users	\$1,511
Spending by WY visitors	\$1,092
Incremental spending	\$419
Influenced spending	\$296,045,741



# Total Website Impact

- Two of the three types of website visitors had increases in influence.
  - Those unaware and not already planning a trip brought in \$12 million more in visitor spending than in 2012.
  - As the largest audience, aware website visitors not only brought in the most significant visitor spending to the state, but it was up 500,000 from the previous year.
- Those who were already planning a trip and unaware of advertising had a slight decline in influence, which resulted in an overall decline in website influence of nearly \$72 million.
- However, overall, the website was able to bring an additional \$435.6 million in visitor spending to Wyoming that would not have occurred with the web content.

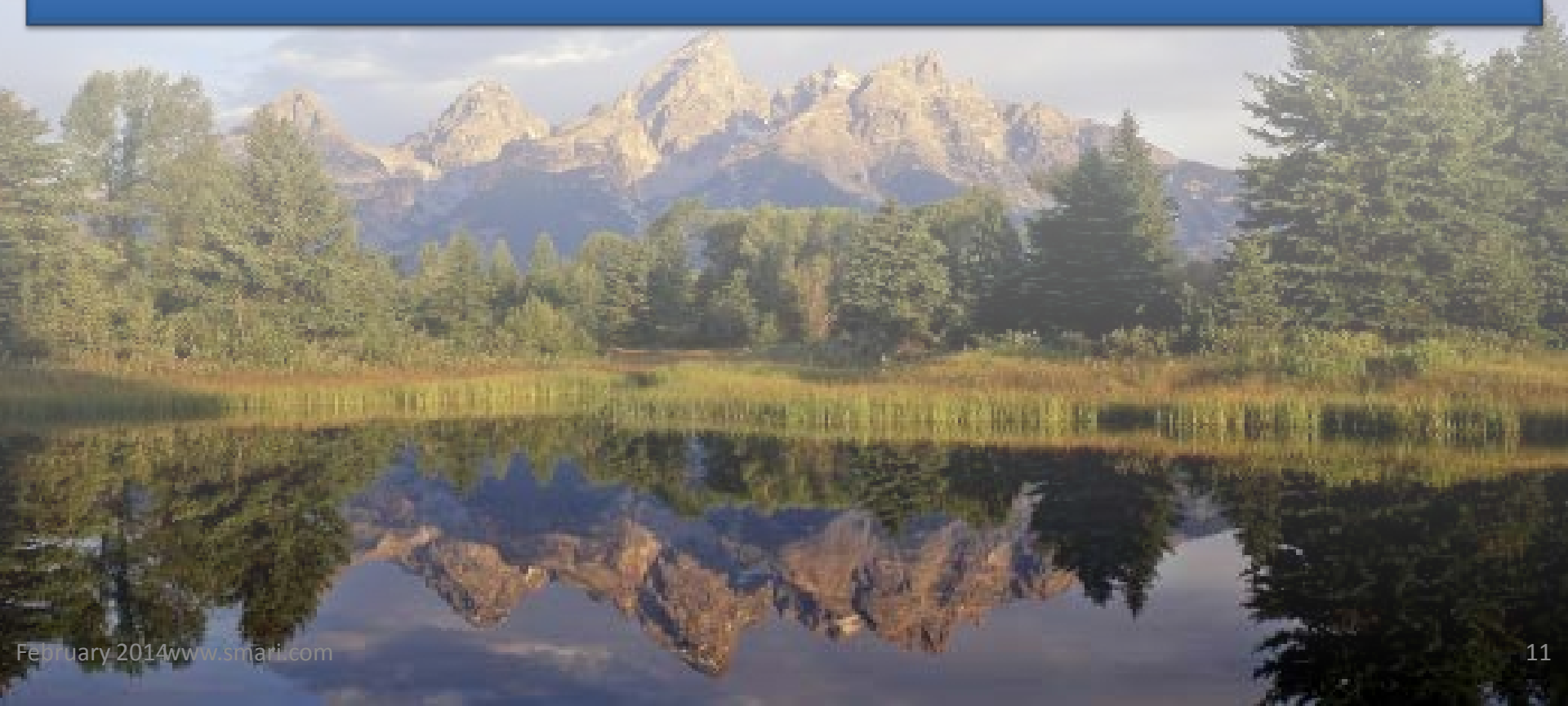
	2012 Web Influence	2013 Web Influence
Influenced Travel (Unaware and Not Already Planning)	\$101.8 million	\$114.0 million
Incremental Spending (Unaware and Already Planning)	\$110.0 million	\$25.6 million
Influenced Spending (Aware)	\$295.5 million	\$296.0 million
Total influence	\$507.3 million	\$435.6 million

# Economic Impact

- Given the influence of all the Wyoming Travel & Tourism media sources – paid advertising and the website [www.wyomingtourism.org](http://www.wyomingtourism.org) – the total direct visitor spending for 2013 was \$1.16 billion – only slightly less than the previous year.
- However, the paid media budget was lower for 2013, which results in a slight increase in the return on investment. With both the paid and owned sources, the Wyoming Travel and Tourism marketing efforts returned \$202 in visitor spending for every \$1 invested.
- And the state sees more than \$47 million in tax revenue because of this visitor spending. Though the web influence was slightly less than in 2012, it remains that the site is just as important to the organization as the paid media efforts and brings in a significant portion of the state's influenced visitor spending.

Total Economic Impact	2012	2013
Advertising influenced trip spending	\$685,845,643	\$722,683,566
Website influenced travel (unaware and not already planning)	\$101,824,089	\$113,998,047
Website incremental spending (unaware and already planning)	\$109,989,706	\$25,603,553
Website influenced spending (aware)	\$295,523,816	\$296,045,741
<b>Total influence</b>	<b>\$1,193,183,255</b>	<b>\$1,158,330,907</b>
Media expenditures	\$5,632,822	\$5,380,195
SEM & email expenditures	\$322,973	\$345,000
Total expenditures	\$5,955,795	\$5,725,195
<b>ROI</b>	<b>\$200</b>	<b>\$202</b>
Taxes generated	\$48,920,513	\$47,491,567
Tax ROI	\$8.21	\$8.30

# Appendix – Questionnaires



# Capture Survey

Wyoming Travel and Tourism would greatly appreciate your help. Please take a moment to answer a few questions. Thank you very much!

1. How would you rate your overall experience with the Wyoming tourism web site? (Select one)
- ☐ Very positive
  - ☐ Positive
  - ☐ Mixed – some positive and some negative experiences
  - ☐ Poor
  - ☐ Uncertain

IF Q 1=3 OR HIGHER, ASK:

1A. What improvements could be made to make your experience better? \_\_\_\_\_

2. How likely are you to take an overnight leisure or non-business trip to Wyoming in the next six months?
- Not at all likely
  - Not very likely
  - Somewhat likely
  - Very likely
  - Already planning a trip
3. In the past 2 years, have you taken a vacation or leisure trip to Wyoming?
- ☐ Yes
  - ☐ No

We would like to recontact you at a later date to understand your leisure travel. Please provide your contact information to receive a follow-up survey in the coming months. You will not be added to any promotional lists nor will you receive any promotional materials by providing us your contact information.

**THANK YOU VERY MUCH FOR YOUR PARTICIPATION!!!**

Name

Zip

Email Address

# Follow-up Awareness Survey

## Wyoming Travel & Tourism Website Ad Awareness Questionnaire April 2013

We are conducting a brief survey on travel behavior and attitudes of visitors to the [wyomingtourism.org](http://wyomingtourism.org) website. We would appreciate it if you could assist us in this research effort by completing this survey.

Thank you for visiting our travel survey. Your opinions are valuable to us! This survey is about travel and vacation choices. This is for research purposes only and is an opportunity for you to give feedback to travel destinations so that they can improve. No sales effort will ever result from your participation.

Before you begin, there are a few things to note about the survey:

For most questions, simply click on the button of your response and then click on the *Next* button to go on to the next question.

If you need to go back to the preceding question to change your response, click on the *Previous* button.

For some questions, you will need to scroll down to respond to all the questions on a screen.

To stop at any point, close the browser window. The survey will terminate and you will not be able to re-enter.

S1. Are you a Wyoming Resident?

Yes  
No

1. Recently you visited the [wyomingtourism.org](http://wyomingtourism.org) website. Why did you visit this site?

2. Now I'd like you to rate the website and how it performed in a number of areas.

How would you rate the Wyoming website in each of the following areas?

ROTATE	Poor	2	3	4	Excellent	Don't Know
Presents a good impression of Wyoming						
Is easy to navigate						
Made it easy to find the information you wanted						
Design of the overall website						
Shows activities or places that appeal to you for a leisure trip						
Provided useful maps						
Showed you unexpected attractions and places in the state						
Made you more interested in traveling to the state						
Site content was helpful						

3. Prior to visiting the website how familiar were you with the state of Wyoming in terms of what it has to offer as a place to visit for a leisure or non-business trip?

Very familiar  
Somewhat familiar  
Not at all familiar

4. Thinking of your visit to the [wyomingtourism.org](http://wyomingtourism.org) site, which of the following actions did you complete on this visit? (Check all that apply)

- 1... I ordered a WYOMING TOURISM vacation guide to be mailed to me.
- 2... I viewed an electronic version of the WYOMING TOURISM Magazine or other vacation guide.
- 3... I viewed detailed listing information on accommodation or activities
- 4... I looked at deals or specials
- 5... I viewed event information
- 6... I read an article, story or itinerary on the website
- 7... I clicked on a link from the site through to another businesses' website
- 8... I clicked through to booking, pricing or availability information on a property
- 9... I watched a video on the site
- 10... I viewed a map
- 11... I clicked through on an advertisement on the site (eg: banner, picture or text ad) to a business-owned website.
- 12... I added a comment, contributed a photo or video or a suggested trip.
- 13... I signed up to receive emails from Wyoming Tourism
- 14... Other \_\_\_ Please specify

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

INSERT ADJACENT MARKET CREATIVE WHEN AVAILABLE

TV

<http://sms9.omniproductions.net/smc/UT13SUMTVWVY.flv>

[http://sms9.omniproductions.net/SMC/WY13\\_WYTV1.flv](http://sms9.omniproductions.net/SMC/WY13_WYTV1.flv)

[http://sms9.omniproductions.net/SMC/WY13\\_WYTV2.flv](http://sms9.omniproductions.net/SMC/WY13_WYTV2.flv)

FOR EACH WYOMING TV AD

5. How many times have you seen this television ad?

- ☐ Never
- ☐ Once
- ☐ Two or three times
- ☐ More than three times

PRINT

Wyoming

WOT\_DTOWER.jpg

WOT\_Horses.jpg

WOT\_Tetons.jpg

WOT\_Yellowstone.jpg

FOR EACH WYOMING PRINT AD

- 6. ☐ I have seen this print ad before
- ☐ I have not seen this print ad before

# Follow-up Awareness Survey

## PRINT INSERT:

SHOW ALL ON ONE PAGE

2013 Single Pages\_Page\_01.jpg

2013 Single Pages\_Page\_04.jpg

2013 Single Pages\_Page\_08.jpg

2013 Single Pages\_Page\_12.jpg

- X. ☐ I have seen this newspaper insert before  
☐ I have not seen this newspaper before

OUTDOOR – NOTE FOR ANALYSIS: CHICAGO, KANSAS CITY, MADISON,  
MINNEAPOLIS, OMAHA, PORTLAND, ST. LOUIS ONLY

dttower\_150.jpg

horses\_150.jpg

oldfaithful\_150.jpg

tetons\_150.jpg

FOR EACH WYOMING BILLBOARD AD –

7. ☐ I have seen this billboard ad at least once.  
☐ I have never seen this billboard.

## ONLINE

roadtrip180x150\_default.jpg

roadtrip800x120\_default.jpg

wyot\_160x600\_default.jpg

FOR EACH WYOMING ONLINE AD

8. ☐ I have seen this online ad at least once.  
☐ I have never seen this online ad.

## ROAD STICKERS

SHOW ALL ON ONE PAGE

roadtripV1cutlines.gif

RodeoCapitalV2outlines.gif

TetonsV3color.gif

YellowstoneV3.gif

IndependenceRockV1color.gif

JacksonV2Acolor.gif

MooseV3\_adam.gif

XX. Have you seen one of these or a similar sticker?

1. Yes  
2. No – SKIP TO DEMOS

The following questions are for classification purposes only, and will help us understand different groups of people.

## DEMOGRAPHICS

9. Are you...?

- ☐ Married  
☐ Divorced/Separated  
☐ Widowed  
☐ Single/Never married

10. Including yourself, how many people are currently living in your household? \_\_\_\_\_

IF Q10=1, SKIP TO Q12

11. How many living in your household are children under the age of 18? \_\_\_\_\_

12. Which of the following categories best represents the last grade of school you completed?

- ☐ High school or less  
☐ Some college/technical school  
☐ College graduate  
☐ Post graduate degree

13. Which of the following categories best represents the total annual income for your household before taxes?

- ☐ Less than \$35,000  
☐ \$35,000 but less than \$50,000  
☐ \$50,000 but less than \$75,000  
☐ \$75,000 but less than \$100,000  
☐ \$100,000 or more

14. What is your age? \_\_\_\_\_

15. Are you...

- ☐ Male  
☐ Female

# Travel Survey

## Wyoming Office of Tourism Website Effectiveness -- TRAVEL

Email invitation should say something about how they previously took a travel advertising survey for travelwyoming.com. We would appreciate it if you could assist us in this research effort by completing this survey.

Thank you for visiting our travel survey. Your opinions are valuable to us! This survey is about travel and vacation choices. This is for research purposes only and is an opportunity for you to give feedback to travel destinations so that they can improve. No sales effort will ever result from your participation.

Before you begin, there are a few things to note about the survey:

- For most questions, simply click on the button of your response and then click on the Next button to go on to the next question.
- If you need to go back to the preceding question to change your response, click on the *Previous* button.
- For some questions, you will need to scroll down to respond to all the questions on a screen.
- To stop at any point, close the browser window. The survey will terminate and you will not be able to re-enter.

S1. What is your ZIP code? \_\_\_\_

S2. What is your age?

- Under 18 -- TERMINATE
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

END OF SCREENING QUESTIONS

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1

1. Have you visited any of the following states since the beginning of 2013, for a leisure trip that included an overnight stay? How many overnight leisure trips did you take to each state during 2013?

	States visited in 2013 (check all that apply)	Number of Overnight Visits
Colorado		
Idaho		
Kansas		
Montana		
Nevada		
New Mexico		
Oklahoma		
Oregon		
South Dakota		
Texas		
Utah		
Washington		
Wyoming		
North Dakota		
None of These		

2. Did you recommend any of these places as trip destinations to your friends, relatives or co-workers? Which ones? (SHOW LIST OF PLACES VISITED FROM Q1)
3. How likely are you to take a leisure trip to any of the following states in the next year?

	Not Likely	Somewhat Likely	Very Likely
Colorado			
Idaho			
Kansas			
Montana			
Nevada			
New Mexico			
Oklahoma			
Oregon			
South Dakota			
Texas			
Utah			
Washington			
Wyoming			
North Dakota			

IF Q1 IS NOT WYOMING SKIP TO INSTRUCTION BEFORE AWARENESS QUESTIONS

4. Please tell us a little more about your 2013 overnight Wyoming trip(s). If you are listing multiple trips, the most we will ask you about is 6. Thinking about ...

	Month of trip (DROP DOWN WITH MONTHS -- JAN THRU DEC)	How many nights did you stay (let respondent enter number)	Main purpose was to visit friends or family
Wyoming trip(s) [INSERT TRIP #]			

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2

# Travel Survey

5. Besides this year, had you visited Wyoming for an overnight leisure trip in the previous five years?

1. Yes
2. No – SKIP TO Q6

5A. In the past 5 years, how many overnight leisure trips have you taken to Wyoming? \_\_\_\_\_

[RANDOMLY SELECT WYOMING TRIP SELECTING ONE WHO'S PRIMARY MOTIVATION WAS NOT TO VISIT FRIENDS AND FAMILY FIRST – IF NONE, THEN RANDOMLY SELECT ANY. PLEASE PULL IN MONTH AND LENGTH OF TRIP TO INDICATE WHAT TRIP – EG. 5 NIGHT TRIP IN JANUARY.]

6. Which of the following best describes your visit to Wyoming on your (INSERT LENGTH AND MONTH FROM WYOMING Q4)?

1. Wyoming was my main destination.
2. I was ultimately headed somewhere else, but included a visit in Wyoming.
3. Wyoming was one of several places I decided to visit on this trip.

7. What other states did you visit on this trip?

[INCLUDE STATE LIST WITH CHECK BOXES INCLUDE  
NO OTHER STATES VISITED AT END OF LIST]

8. How far in advance did you begin planning that [INSERT LENGTH AND MONTH FROM Q5] trip to Wyoming?

1. Less than 1 month
2. At least 1 month, but less than 2 months
3. At least 2 months, but less than 3 months
4. At least 3 months, but less than 6 months
5. 6 months or more

9. Prior to your (INSERT LENGTH AND MONTH FROM Q5) visit to Wyoming, which of the following sources did you use to gather information for planning your trip?

1. Called 800 number to request info
2. Talked to friends and family
3. Used Internet
4. Contacted individual attraction or event to request information
5. Contacted individual chamber of commerce to request information
6. Other (Please specify \_\_\_\_\_)
7. None

10. What method of transportation did you use to travel to Wyoming on your (INSERT LENGTH AND MONTH FROM WYOMING Q3) trip?

1. Drove via car, van, truck or SUV
2. Drove via RV
3. Flew/airplane Specify airport \_\_\_\_\_
4. Bus or motor coach trip
5. Motorcycle
6. Other (Please specify \_\_\_\_\_)

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12. Including yourself, how many people were in your travel party? \_\_\_\_\_

ASK IF Q12 > 1

13. With whom did you travel...

- ☐ Spouse / significant other
- ☐ Child(ren)/Grandchild(ren): age 0-12
- ☐ Child(ren)/Grandchild(ren): age 13+
- ☐ Other Family
- ☐ Friends/Acquaintances

14. What forms of lodging did you use during your trip? (Mark all that apply.)

1. Hotel, motel, inn, lodge, bed & breakfast or resort
2. Dude ranch
3. RV park/Campground
4. Rental home, condominium or timeshare
5. With friends or family
6. Other (Please specify \_\_\_\_\_)

15. Which of the following activities did you participate in during your trip to Wyoming? (Mark all that apply.)

<input type="checkbox"/> Hiking or backpacking	<input type="checkbox"/> Visiting Native American sites	
<input type="checkbox"/> Visiting a state or national park	<input type="checkbox"/> Attending a Pow Wow	
<input type="checkbox"/> Bicycling or mountain biking	<input type="checkbox"/> Attending a festival or fair	
<input type="checkbox"/> Mountain climbing	<input type="checkbox"/> Attending performing arts (music/theater)	
<input type="checkbox"/> Rock climbing	<input type="checkbox"/> Visiting historical sites	
<input type="checkbox"/> Horseback riding	<input type="checkbox"/> Attending a rodeo	
<input type="checkbox"/> Hunting	<input type="checkbox"/> Visit archeological site	
<input type="checkbox"/> Camping	<input type="checkbox"/> Wildlife watching	
<input type="checkbox"/> Snow skiing or snowboarding	<input type="checkbox"/> Bird watching	
<input type="checkbox"/> Snowmobiling	<input type="checkbox"/> Scenic drive	
<input type="checkbox"/> Canoeing or kayaking	<input type="checkbox"/> Sightseeing tour	
<input type="checkbox"/> River rafting	<input type="checkbox"/> Golfing	
<input type="checkbox"/> Boating	<input type="checkbox"/> Visiting a dude ranch	
<input type="checkbox"/> Fishing	<input type="checkbox"/> Visiting hot springs	
<input type="checkbox"/> Visiting museums	<input type="checkbox"/> Shopping	
<input type="checkbox"/>	<input type="checkbox"/> Gambling	
<input type="checkbox"/>	<input type="checkbox"/> Other	

ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK:

16. Of these activities, please indicate if there were any that were a major influence when you selected the **destination** for this trip to Wyoming in [INSERT MONTH]. You may choose up to 3.

INSERT WYOMING REGIONS MAP USED IN WYOMING VISITOR PROFILE QR

17. Which of the following regions did you visit during your trip?

1. Central
2. Northeast
3. Northwest
4. Southeast
5. Southwest

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# Travel Survey

18. Which of the following places or attractions did you visit?

<b>Central Region</b>	<b>Northwest Region (Cont.)</b>
Wyoming Pioneer Museum	Wapiti Valley
Casper	Lander
Fort Laramie National Historic Site	Wyoming Dinosaur Center
Register Cliff	National Museum of Wildlife Art
Independence Rock	Sinks Canyon State Park
Torrington	South Pass City State Historic Site
National Historic Trails Interpretive Center	Thermopolis
Douglas	Other (Specify)
Fort Caspar Historic Site	
Guernsey Trail Ruins	<b>Southeast Region</b>
Other (Specify)	University of Wyoming
	Cheyenne
<b>Northeast Region</b>	Laramie
Newcastle	Cheyenne Frontier Days
Devils Tower National Monument	Old West Museum
Sheridan	Rawlins
Gillette	Snowy Range Mountains
Fort Phil Kearney Historic Site	Saratoga
Medicine Wheel Passage Scenic Byway	WY State Capitol
Big Horn Scenic Byway	Wyoming Territorial Prison
Buffalo	Encampment, Medicine Bow National Forest
Other (Specify)	Other (Specify)
<b>Northwest Region</b>	<b>Southwest Region</b>
Yellowstone National Park	Museum of the Mountain Man
Grand Teton National Park	Evansston
Jackson Hole	Green River Lakes
Cody	Rock Springs/Green River
Big Horn Mountains	Flaming Gorge National Recreation Area
Buffalo Bill Historical Center	Pinedale
Sneak River	Kemmerer
Big Horn Canyon National Recreation Area	Fort Bridger State Historic Site
Wind River Indian Reservation	Fossil Butte National Monument
Sneak River Canyon	Afton
Hot Springs State Park	Star Valley
Riverton	Bridger-Teton National Forest
Cody Night Rodeo	Other (Specify)
National Bighorn Sheep Center	

19. Thinking about your overall travel experience in Wyoming, would you say it was...

1. Poor
2. Fair
3. Good
4. Very Good
5. Excellent

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20. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in Wyoming on your trip in [INSERT MONTH]. Please estimate how much your travel party spent in total on...?

**Please complete all fields – best estimate is fine. If no expenditures in a category enter a "0"**

Lodging/Accommodations \_\_\_\_\_  
 Meals/Food/Groceries \_\_\_\_\_  
 Entertainment/Attractions \_\_\_\_\_  
 Shopping \_\_\_\_\_  
 Entertainment such as shows, theater or concerts \_\_\_\_\_  
 Transportation such as gasoline, auto rental or flight costs \_\_\_\_\_  
 Other \_\_\_\_\_

Please take a moment to look at the following ads and answer a couple questions.

**IF COMPELTED AWARENESS SURVEY, SKIP TO DEMOS PRINT**

WOT\_DTOWER.jpg  
 WOT\_Horses.jpg  
 WOT\_Tetons.jpg  
 WOT\_Yellowstone.jpg

ASK INDIVIDUALLY  
 FOR EACH PRINT AD ASK:

21. ☐ I have seen this or a similar ad before  
☐ I have not seen this or a similar ad before

ONLINE

roadtrip180x150\_default.jpg  
 roadtrip800x120\_default.jpg  
 wyot\_160x600\_default.jpg

FOR EACH ONLINE AD ASK:

22. ☐ I have seen this or a similar ad before  
☐ I have not seen this or a similar ad before

**PRINT INSERT – SHOW ALL ON ONE PAGE**

SHOW ALL ON ONE PAGE  
 2013 Single Pages\_Page\_01.jpg  
 2013 Single Pages\_Page\_04.jpg  
 2013 Single Pages\_Page\_08.jpg  
 2013 Single Pages\_Page\_12.jpg

23. ☐ I have seen this newspaper insert before  
☐ I have not seen this newspaper insert before

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# Travel Survey

## TV

### CHICAGO AND CORE

<http://sms9.omniproductions.net/smc/UT13SUMTVWY.flv>

[http://sms9.omniproductions.net/SMC/WY13\\_WYTV1.flv](http://sms9.omniproductions.net/SMC/WY13_WYTV1.flv)

[http://sms9.omniproductions.net/SMC/WY13\\_WYTV2.flv](http://sms9.omniproductions.net/SMC/WY13_WYTV2.flv)

### ADJACENT

[http://sms9.omniproductions.net/smc/WY13\\_WYTV3.flv](http://sms9.omniproductions.net/smc/WY13_WYTV3.flv)

[http://sms9.omniproductions.net/smc/WY13\\_WYTV4.flv](http://sms9.omniproductions.net/smc/WY13_WYTV4.flv)

### FOR EACH TV ASK

24. How many times have you seen this television ad?

- ☐ Never
- ☐ Once
- ☐ A few times

OUTDOOR – NOTE FOR ANALYSIS: CHICAGO, KANSAS CITY, MADISON, MINNEAPOLIS, OMAHA, PORTLAND, ST. LOUIS ONLY

### GROUP

#### CHICAGO AND CORE

dtower\_150.jpg

horses\_150.jpg

oldfaithful\_150.jpg

tetons\_150.jpg

### GROUP

#### ADJACENT

### GROUP 1

DTowe\_holymoly2\_digoutdoor.jpg

FGorge\_H2000\_posterwrap.jpg

Irock\_bestrock\_RTDbustail.jpg

jackson\_boots\_14x48E.jpg

### FOR EACH BILLBOARD AD ASK:

26. ☐ I have seen one of these or a similar ad before  
☐ I have not seen one of these or a similar ad before

The following questions are for classification purposes only, and will help us understand different groups of people.

28. Are you...?

- ☐ Married
- ☐ Divorced/Separated
- ☐ Widowed
- ☐ Single/Never married

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29. Including yourself, how many people are currently living in your household? \_\_\_\_\_

IF Q29=1, SKIP TO Q31

30. How many living in your household are children under the age of 18? \_\_\_\_\_

31. Which of the following categories best represents the last grade of school you completed?

- ☐ High school or less
- ☐ Some college/technical school
- ☐ College graduate
- ☐ Post graduate degree

32. Which of the following categories best represents the total annual income for your household before taxes?

- ☐ Less than \$35,000
- ☐ \$35,000 but less than \$50,000
- ☐ \$50,000 but less than \$75,000
- ☐ \$75,000 but less than \$100,000
- ☐ \$100,000 or more

34. Are you...

- ☐ Male
- ☐ Female

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